



## Baltimore Media's Perspective

During the last week, the Mayoral Fellows did not only experience high temperatures in the city, but also a busy agenda full of engaging activities. On July 20<sup>th</sup>, the fellows were invited to have lunch with Jayne Miller, a WBALTV Lead Investigative Reporter, and Andy Green, the Editorial Page Editor for The Baltimore Sun. Ballard Spahr LLP- whose office in Baltimore is one of the firm's largest-- hosted this event. The fellows not only enjoyed a magnificent view from the 18th floor, but had the privilege of participating an interactive conversation with the speakers invited.

Ms. Miller started her conversation by asking an interesting question, "How has the earthquake in Japan affected us? Who knows?" Then she briefly explained how the Japanese earthquake has impacted media in Baltimore. "Toyota had to decrease its production, which led to a decline in advertisement, and consequently other car manufacturing companies followed this pattern. This chain of reduction on car advertisements had an effect on us." When asked what she foresees will be the next step for TV in our town, Ms. Miller "There will be fewer of us in the future and TV technology will probably go totally mobile. However, we are here to stay, I believe."



## EDITION 4: August 5, 2011

### INSIDE:

Q&A with Mayoral Fellow Alumnus  
Jody Sheely

Program Spotlight: CitiStat

Mayoral Fellow Profile: Saira Paredes

Police Ride-Alongs

Cycling Through Baltimore

Orioles Game

*continued on pg. 4*

# Q & A with Mayoral Fellow Alumnus Jody Sheely



**Name:** Jody Sheely

**Hometown:** Omaha, Nebraska

**Degrees:** B.A. University of Virginia, MPH University of Maryland

**Fellowship Class:** 2009

**Fellowship Placement:**  
Recreation and Parks

**Where are you now?**  
Maryland Department of  
Health and Mental Hygiene,  
Family Health Administration

## **Why did you choose to participate in the Fellowship?**

I have lived in Baltimore City for a number of years, and I was enthusiastic about applying my Masters in Public Health (MPH). I was interested in improving Baltimore, the city that I live in and love. There is tremendous opportunity to make a difference in Baltimore.

## **What was the most memorable thing during your Fellowship?**

The talent of my fellow Fellows...The relationships that we built.

## **What was the most important lesson you learned from your experience as a Mayoral Fellow?**

Change. I really did see how leadership change affects the operation of an agency at every level.

## **What were you able to accomplish in the course of the summer?**

I was a liaison with the Virtual Supermarkets Program. I went on to do an internship with the Virtual Supermarket after the Fellowship.

## **How has the Fellowship contributed to your career?**

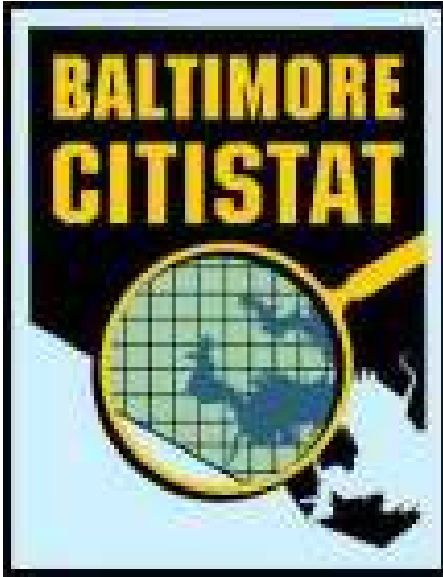
It helped me realize that I did not belong in direct services or programs. It was an important revelation for me...that programming was not what I wanted to do. I realized that my interest rested in policy, doing the less glamorous—but necessary—work behind the scenes, as opposed to programs.

## **What advice can you give to current Mayoral Fellows?**

Enter your fellowship experience without specific expectations. Accept whatever comes your way over the summer. Evaluate your experience at the end of the Fellowship.



# Program Spotlight: CitiStat



Former Mayor and current Governor Martin O'Malley established Baltimore's CitiStat months after taking office in December 1999 in order to "make City Government responsive, accountable and cost effective." The Office of CitiStat is a small performance-based management group responsible for improving agency performance, increasing agency accountability for both performance and resource use, and enhancing the quality and quantity of services provided to the citizens of Baltimore.

CitiStat was designed to increase the performance of Baltimore City Government by requiring agencies to generate data on key performances and human resource indicators every two weeks for review by the Mayor's CitiStat staff. Deputy Mayor of Operations and Public Safety Christopher Thomaskutty, directs the CitiStat team. Other team members are Deputy Director Yolanda Jiggetts, CitiStat analysts Sean Norris, Adrienne Breidenstine, Chad Kenney, James Timpson, and Justin Williams. This is the team that combines computerized information networks, accuracy, and analytical skills in order to embody CitiStat's objectives.

CitiStat's reports are instrumental in identifying problems and progress in agency management of employees and policies, promoting integration of intra-governmental and inter-governmental mandates, and generating intelligence for the mayor about agency operations, needs, efficacy, and effectiveness. Therefore, CitiStat makes an important contribution to the achievement of the strategic goals and objectives of federal and state agencies by increasing accountability through city agencies. In addition, CitiStat's data sessions facilitate the identification of human, financial, and information resource issues necessary to raise the level of an agency's performance and focuses on a strategic direction for the agency as it pursues its policy goals and objectives.

As a result of its success, local governments across the USA and around the world have adopted the CitiStat model. As fellows, we can only add that we have been very lucky to meet this team and witness its great performance.





# Featured Fellow

## Saira Paredes



Saira Paredes is an ambitious Mayoral Fellow who loves to observe different cultures and practices, especially in diverse Baltimore. Originally from Peru, she immigrated to the United States when she was 16 years old. She moved to Baltimore last year after being accepted to graduate school at Johns Hopkins University. She has since settled into a daily rhythm and Baltimore has become a second home to her, especially as the hot weather reminds her of her native country.

Saira is currently working at the Department of Public Works. Her final project focuses on designing and implementing strategies for behavior change regarding rat eradication, recycling, and sanitation practices with Belair-Edison residents. She is focusing on providing preventative measures to control the spread of rats by using videos, comics, and brochures that promote community outreach. The department is even going to implement text-messaging to remind residents of trash pick-up days. The use of technology in this project is in part because Saira says, "The department hopes to increase awareness among the youngest residents since they are the present and future of Belair-Edison".

*Continued from pg. 1*

Ms. Miller then switched topics and discussed about the role of 'WBALTV' in Baltimore's political life. At the end, her conclusion was, "Our government is in need of creative thinking." When asked about how the print media has evolved in Baltimore lately, Mr. Green responded, "The dynamic has changed [...] although now we have fewer people (our staff went down from 450 people to 150 people), the Internet has allowed to cover news faster. Plus, resources like the Internet provide more immediacy and more interaction between the audience and our staff in addition to having instant feedback." Yvette Williams, Mayoral Fellow at the MOIT office, expressed, "I felt that Jane Miller and Andy Green both had keen insights on the evolution of TV and print media. They gave some really thought provoking comments about Baltimore City politics."



*Jayne Miller with Fellows Yvette Williams and Marquett Burton*



*View of Inner Harbor from Ballard Spahr*



# Patrolling the Streets of Baltimore



*Mayoral Fellow Adrianna Overdorff and Intern Emiri Oda in the Central District Headquarters.*

The Mayoral Fellows had a chance to participate in police ride-alongs on Friday, July 29<sup>th</sup>. The Baltimore Police Department (BPD) is divided into eight districts, and the fellows were assigned to six of these districts. Each fellow shadowed a police officer on his routine shift in order to understand criminal justice in the city. Mayoral Fellow Yvette Williams was assigned to an officer who patrolled sector 3 of the Southern district. Her officer distributed water to a homeless man in the park, and later assisted a woman who was robbed when she alighted a bus. Her experience demonstrated the role of the police in the community.

There were other experiences where the bravery and the tenacity of the officers in potentially dangerous situations. Some of the Fellows were assigned to officers who regularly patrolled areas with high crime. Mayoral Fellow Patrick Terranova recalled that his police officer was involved in an automobile arson case, as well as some domestic issues in the Northwest district. After seeing the use of the police helicopter in one of his situations he said, “It was great to see how the police use different technology”. In the central district, Mayoral Fellow Adrianna Overdorff and intern Emiri Oda were assigned to police officers in areas that were deemed as “problem areas”, places which neither of them had visited before. Mayoral intern Emiri Oda had a chance to shadow Officer John Jaimes, a patrolman with two years in BPD. When asked whether he was ever afraid of getting hurt he replied, “Yes, but you either get hurt or you don’t.” He normally rides around the 32 block near Pennsylvania Avenue, a place that is notorious for high crime.

Officer Jaimes also said that police camaraderie is central to good police work. When his Sergeant radioed for help from the other officers, Officer Jaimes responded immediately. Afterwards he explained, “Out here, the only people we have is each other. We have to rely on each other, and protect one another.” Throughout all of the police ride-alongs, the Mayoral Fellows were able to see just how important teamwork can be when out in the field.





# Cycling with B'more's Bikes



*Bicycle signs like this one (top) alert bikers of how to maintain biking etiquette with pedestrians.*

On July 27<sup>th</sup>, the fellows took a break from work to be part of the Bicycle Master Plan. Fortunately, many fellows were grateful that their bike riding skills from childhood slowly came back. Nate Evans, Bike and Pedestrian Planner at Baltimore City Department of Transportation (DOT), was in charge of leading the fellows on their bike ride. When asked about other city models that encouraged bike circulation, Mr. Evans said, "We have big examples such as the *Ciclovía* (Bike Path) in Bogota, Colombia." Mr. Evans engaged the fellows not only in a pleasant bike adventure, but he also brought their attention to the speedometer signs (not to travel faster than 7 mph), as well as the bike detour along the Promenade for cyclists in anticipation of the Baltimore Grand Prix taking place this Labor Day weekend. Biking around the city revealed the many views and attractions that a citizen may not be able to enjoy while driving. Mr. Evans' efforts are remarkable because biking in Baltimore contributes to change our town's commuting behaviors besides providing a healthy, affordable way of transportation. As he emphasized, bicyclists are key players in transforming neighborhoods and the fellows were grateful for delivering this message through their participation in this activity. Biking in Baltimore is clearly at a crossroads. The opportunities are there as are the bike racks—more than 300 of them since Mr. Evans showed up. For those who would like to follow, the B'More Bikes Baltimore Bike Community Blog can be found at <http://www.bmorebikes.com/2011/07/>

## Cheering for the Orioles

"O!" On July 22<sup>nd</sup>, all the fellows fortunately were given a chance to attend the Orioles vs. LA Angels baseball game. All the fellows engaged in camaraderie while cheering up for the Orioles at the Mayor's suite in Camden Yards. The 99-degree temperatures were not an impediment to having a good time. For some of the fellows, it was their first time in Camden Yards. Although the Orioles did not win, the Fellows experienced what it was like to be a true Baltimorean.





Writers: Saira Paredes & Emiri Oda

Editors: Emiri Oda & Renee Samuels

Design: Philip Garboden